

THE LARKIN IDEA

OCTOBER NUMBER
1906
50 CENTS A YEAR



Flavoring Extracts

Vanilla, Lemon and Orange in 8-oz. Size.



Larkin Flavoring Extracts are used by housekeepers who appreciate absolute purity. Delicacy, strength and a richness of flavor entirely lacking in ordinary extracts, combine to mark their excellence.

VANILLA

Made from selected vanilla beans of highest quality.

Per 2-ounce bottle, 25 cents
 " 8- " " 85 "

LEMON

Made from the finest grade of selected fruit.

Per 2-ounce bottle, each 20 cents.
 " 8- " " " 65 "

ORANGE

ALMOND

WINTERGREEN

Finest quality and highest concentration
 Per 2-ounce bottle, . . . each 20 cents.

Larkin Street, *Larkin Co.* Buffalo, N. Y.

PURE FOOD CHEMISTS

The Larkin Idea



VOL. VI

OCTOBER, 1906

No. 8

The Wasteful Installment-Plan.

OF the wasteful, cost-multiplying methods of marketing an article, the installment-plan stands foremost. From one-half to two-thirds of what is paid under this system for a commodity is tacked-on price that represents not one jot of value; that is, when you buy a clock, for instance, on installments, you pay twice, more often three times, what it could be sold for by the maker at a fair profit.

At the outset we wish to disclaim any intention to impute dishonesty to the installment man. Of course, there are installment men and installment men, many a one whose conscience is not over sensitive, but the chief fault, the reason for the wastefulness lies in the system itself—a system the very support of which makes wanton wastefulness necessary. Without going into the matter at great length, we can make this clear to you.

The installment dealer occupies a position the same distance from the manufacturer as the retailer. When he buys his goods he pays a price affording liberal profit to manufacturer and jobber that generally amounts to half of what it cost to make them. At this point the price-multiplying influence of his system begins to manifest itself.

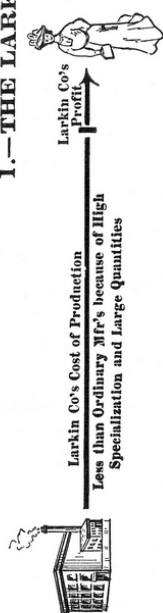
First comes the man who sells the article. With a sample under his arm he starts out. From house to house he canvasses. A whole day's work for which he must be paid resulting in the disposal of a few articles. The salary of this solicitor must come from the business that he does, consequently it is simply added to price of the article he sells. This practically doubles its natural retail price.

Another man, too, must be supported in part by this sale—the collector, the man who gathers up the weekly dimes and quarters. His business is not so uncertain as the agent's and more transactions contribute to his support so a modest little amount like fifteen or twenty-five per cent is added at the outset for him.

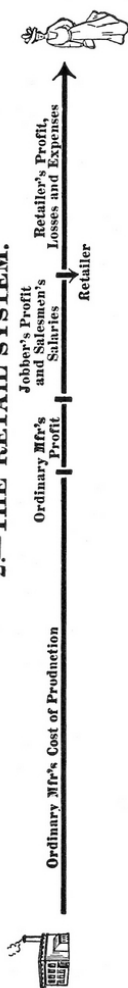
Here, you see, are two classes of men, and the number of them is large, in addition to the installment man who himself occupies a position the same distance from the manufacturer as the retailer, supported by installment transactions. They do not increase value; they simply add cost.

To pay these men, the usual retail price must be doubled at least; the manufacturer's price, including the cost of manufacture and a fair profit

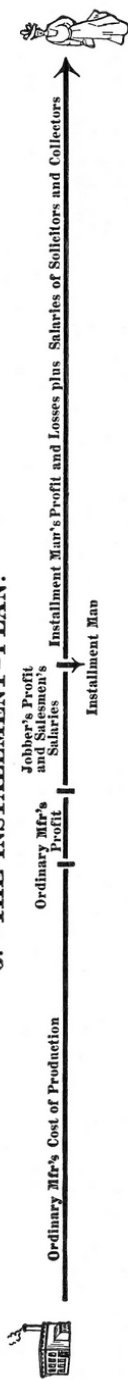
1.—THE LARKIN IDEA.



2.—THE RETAIL SYSTEM.



3.—THE INSTALLMENT-PLAN.



A chart showing how Larkin Factory-to-Family Prices compare with Retail Prices and Installment-Plan Prices.
The Wastefulness of Installment Dealing.

for the maker must be trebled.

Other influences contribute to the high cost of goods sold on installments. Among them is the lapse of payments. Often on an article contracted for at \$10.00, payments will not be forthcoming after two or three dollars have been collected.

Under the terms of the contract the article is taken away, if it can be secured; all entailing loss due to deterioration of the article or failure to secure it. These losses are provided for when the price of the article is determined. The buyers who do meet their payments until they are complete make up the losses incurred by those who do not. Fire or other calamity may also destroy the article before it is paid for. This, too, is taken account of in arriving at a selling price.

By way of concrete example: Take a clock such as our Mantel Clock No. 35. This is given free with a \$10.00 order. For sake of argument, suppose that \$5.00 of this amount pays for the clock. The same clock sold on installments would cost the buyer at the very least \$12.00. It would have to sell for this much to pay the jobber, the installment man, the solicitor and the collector for handling it.

To give prices the appearance of being less exorbitant cheap articles are made up in imitation of

substantial ones. They last until the installment payments have been made; after that the installment man has no concern for their durability.

Some installment men will say to you if you ask them the price of an article for cash that your credit is as good as your money. They must do this because if they tried to compete with the cash prices of even the retailers their installment-plan prices would appear so outrageous that it would ruin their business.

Another feature of the installment-plan not to the advantage of the buyer is the fact that the title of the goods rests in the dealer's name until the payments have been completed, and he is at liberty to take them away if the buyer fails to live up to the last letter of his contract.

Let us consider a clock that the manufacturer can sell for \$5.00 at a fair profit.

The *Larkin* Idea of Factory-to-Family dealing would supply this clock at a cost of \$5.00, in connection with a combination-box purchase which would include a \$10.00 retail value of household Products.

It would cost a jobber \$5.00. He would sell it to a retailer for, say \$6.25. The retailer would sell it to the buyer for \$10.00 or thereabouts.

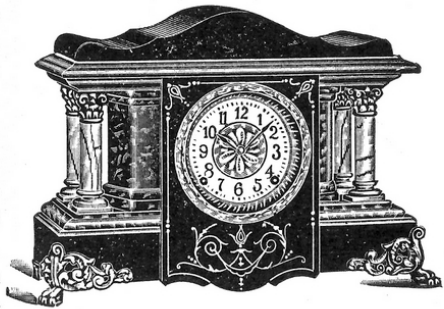
Again, it would cost the jobber \$5.00. He would sell it to the installment man for \$6.25. The installment man would sell it to the buyer for \$12.00 or \$13.00.

These figures are not haphazard. They are based upon what actually happens day in and day out in the world of trade.

On page 2 we have represented graphically these costs and profits. The first section of each line indicates the cost of manufacturing a given article. With this line as a basis we have worked out the profits,

expenses, etc., in the various steps of the three methods of marketing goods, the *Larkin* Idea, the retail system and the installment-plan.

You will see that the line representing the cost to the buyer at retail is about twice as long, and the line representing the cost to the buyer on



LARKIN PREMIUM CLOCK No. 35.

installment is about three times as long as that representing the cost of the buyer who avails himself of the advantages of our Factory-to-Family Idea.

In the light of all this it may seem remarkable that the installment-plan has survived and thrived for so long. Its survival is due to the lack of thought on the part of the buyer and the cleverness and persuasive methods of solicitors. They obscure the ultimate exorbitant price of their goods by emphasizing the easy way they may be obtained. A way that appears easy but really is hard.

The *Larkin* Idea of Factory-to-Family dealing has all the advantages of the installment-plan, considered from the point of easy payments. The dues in a *Larkin* Club-of-Ten are a dollar a month, twenty-five cents a week if you will. In addition, co-operation and economic methods of manufacture here *give money three times the buying power it would have under an installment system.*

About Larkin Spices.

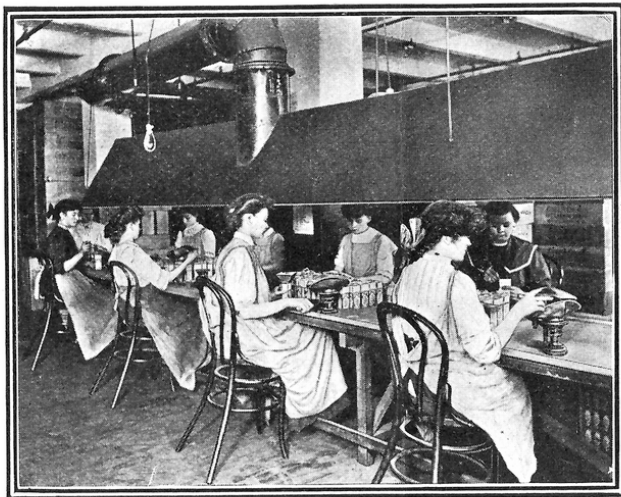
CHINAMEN know all the little ins and outs of adulterating and sophisticating spices. They have learned to do by doing. Buyers of spices must be continually on the watch to avoid being deceived by their clever trickery. Chinese inter-

ourselves and nobody else ever gets a chance to adulterate them.

There is just enough spice in the air in the department where the ground *Larkin* Spices are filled into cartons to make it pleasantly aromatic. Visitors when shown this depart-

ment always remark, "Um; that smells good." Yes, it does—the appetizing odor of rich, pure Spice.

Too much Spice in the air, however good and pure it may be, would not be just the thing for the young women who work here, so we have made provision to take as much as



FILLING LARKIN SPICES INTO CARTONS.

ests largely control the spice fields, so eternal vigilance is the price of a "square deal" in the spice market.

The great pity, too, is that many of our home commission merchants and brokers have found it to their material profit to emulate the wily heathen, which they do.

There is a safe way. Before spices are ground, experts can easily detect adulterations. We buy our spices whole; we know they are pure. We buy them by direct importation; we know they are as represented because we look into the matter very closely for ourselves.

And then they are all ground under our watchful supervision. *Larkin* Spices are not adulterated because we take pride in keeping them pure

possible of the fugitive Spices out of the air.

Over the table where the filling is done there is a hood, shown in the picture; up into this, a current of air is drawn by a powerful electrically operated fan. So effectively does it clear the air that the young women who work in the department experience no unpleasantness.

Solutions to August Puzzles.

1. Angles and Triangles.

Sales, 3 - 6; Soaps, 1 - 2; Suits, 1 - 6; Spats, 3 - 5; Spits, 6 - 2; Silas, 4 - 2; Sills, 5 - 1; Solus, 3 - 4.

2. Anagram.

Sleepy Hollow Chair.



SCHOOL days are here in earnest again. By this time your feet have become accustomed to shoes and stockings and you can look at your books and see what is printed in them without having to brush away the mental pictures of the old diamond or swimming-hole that would pop up on the page before you during the first few days.

Most of you like to go to school. Whenever I hear a lad say that he wishes he were through with school, I put him down for a lazy sort of a chap. Stick at it boys; stay in school as long as you can and get just as much out of it as you can.

School duties will take up only a part of your time. What do you do after school hours? How would making a lot of money suit you? You can do it and easily, too.

Most of you know that *Larkin Co.* will give you \$21.00 worth of Products for \$10.00, or on Club Orders and Recommended Orders, \$23.00 worth for \$10.00. Now that our list contains such a great variety of household needs, it's a very easy matter to handle an order and clear \$11.00 or \$13.00 in cash with very little work—pleasant work at that.

Develop a list of customers. Have them arrange to give you their orders regularly. Drop in and see them on your way to or from school; it will take but a minute and you will be handsomely rewarded for your work.

Perhaps you want a new gun this fall, or a new sled, saddle, camera

or one of the many things that a fellow needs about him. Earn it for yourself. Let us send you one of our new Premium Lists, the October 15th edition describing nearly 1300 offers. Look it over; think about it, at once. You will see how easy it is for you to earn the things you want for yourself and by your own efforts.

Get all out of school life you can and make the hours out of school pay too; that is the way to make the most of these golden boyhood days.

Some of you who live in the smaller towns and rural districts do not have your school rooms as completely equipped as they in the cities do, because there are not as many of your parents to help bear the expense.

You need not feel badly however, there is a way out of the difficulty. By our School Club plan Globes, Maps, Pictures and Books are supplied to schools without extra outlay on the part of anybody. Your help is all that is needed. Ask your teacher to write to us for full information. If she will address "School Club Department," we will gladly send it to her.

Jonathan Laughery, Fairchance, Pa., writes: "I am fifteen years of age and have sold your Soaps and Products for some time. I enjoy taking orders for your goods and I am going to work for a Single-Barrel Shotgun. *Larkin* Soaps and Products are easily sold because they give such good satisfaction."



IT is the desire of all girls, both young and old, to be attractive. Often times it seems essential to have certain endowments in order to become so, but this is not true. A girl can do so much for herself if she is thoughtful and willing. "Beauty is more than skin deep" is an old homely saying which is so true.

There are three things to be considered by the girl who wishes to be attractive at all times: cleanliness, neatness, daintiness.

Cleanliness, meaning sweetness within and without, referring here especially to the care of the skin, and the odor of the breath. These are sure indices of internal conditions. Physicians are realizing more and more the connection between health and the appearance of the skin, and do not treat a blotchy complexion or an impure breath lightly, but rather as demanding skillful treatment. The causes which bring these results are sedentary habits, breathing of impure air, lack of sleep, nervous overstrain, violent emotion, over-eating and improper eating.

Girls who sit at a desk or with a needle all day should take some exercise morning and night, to counteract the quiet of the day and the probable impurity of the air.

Over-eating and improper eating or diet must be considered in connection with all of the foregoing conditions. The sensible girl who is active in the fresh air all day has little trouble from what she eats, because appetite gives zest to her

enjoyment of her food, and the viands which satisfy her are not the rich, heavy foods that clog the organs, producing uncleanness and waste in the economy of the physical body.

The progressive girl is learning that diet may be balanced to meet any conditions and ensure one element of essential cleanliness which means health, by the adjustment in our daily food of the five elements which all food contains: proteid, carbohydrates, hydrocarbons, minerals; and water.

Proteid, the essential element in lean meats, eggs, beans or old peas, replaces, in the body, the waste tissue. We wear out or exhaust ourselves and must be repaired by this kind of food.

The carbohydrates are the starches and sugars which furnish us heat and energy, or power to do. The hydrocarbons are the uncooked fats, as butter, cream and olive oil, which also furnish heat. The minerals are needed for blood and bones and water, to replace that which the body naturally contains.

It is not difficult to see that the different occupations demand different foods for the normal condition of the body that there may be no waste, no clogging.

The physical body is oftentimes likened to the locomotive and a new application of that analogy comes to mind. Have you ever thought of the development of the locomotive in the past few years—how every part is carefully fitted and balanced to make the

best of every other part? Every part balances another part and the result is that we have those huge monsters with many times the force of the old machines, because man is working constantly to perfect the economy of each part. Economy, balance, cleanliness, all, contain the same thought—the best results with the least possible waste and clogging.

The girl at the desk does not need as much energy-producing food as

the girl who works about the house or in the garden, so ought not to eat so much starch or sugar, bread, potatoes, rice, macaroni, pure sugar and the like. The girl who has played tennis or paddled in a canoe all day has used up more fiber and muscle than the one who has read, and so needs more proteid or lean meat. This girl will find that her skin is of good color and healthy, because the dissipation of energy sends through the pores, excretions which keep it so.

Grocery-Store Baking Powder Nine Years Old.

THE Indiana State Pure Food Commissioner found in that state, a can of baking powder more than nine years old. There is no way the customer can tell how long dry groceries are kept on the shelves of a grocery.

Factory-to-Family dealing, besides

saving half the cost, is particularly advantageous in articles like baking powder, that should be at least reasonably fresh, and of which the purchaser can determine the age only by too costly experience.

Use *Larkin* Baking Powder and Flavoring Extracts.



A VIEW OF THE LARKIN TRAVELING SHOWROOM DURING THE EXHIBIT AT CINCINNATI, OHIO.



HANGING-PLANTS are to the window-garden what vines are to the garden out of doors. They give it a grace that admirably supplements the more formal beauty that characterizes the plants on the window-sill. No collection should be without at least a few of them.

I am aware that, nine times out of ten, hanging-plants are failures. "We can grow other plants," amateurs tell us, "but somehow, we can't grow these. We don't get the knack of it, for some reason or other."

Now there's no such thing as a knack about it, meaning, by the term, a secret of culture which only a few persons are privileged to understand. All the knack there is to growing any plant is the "know-how", and this will come to anyone who is willing to study plants to find out what their requirements are, and see that they are given the right kind of treatment.

The fact is, plants grown in hanging pots and baskets can be grown just as successfully as those in pots *not* suspended, if they are properly cared for, and that means, in most instances, a supply of water adequate to their needs. Think about it, for a moment. A hanging pot or basket is in a stratum of air several degrees higher in temperature than that of the window-sill. This, in itself, will increase evaporation. Then, such a pot is exposed to the action of air on all sides, as the pot on a stand, among other pots, is not. This also tends to

make evaporation more rapid. And these suspended pots, *because* of their suspension, are not easy to get at, consequently we neglect them at a time when they should receive attention in watering, because we do not feel like making the necessary effort to do what we *might* know ought to be done, then and there. We often let them go until they wilt, because the soil at their roots is dry, and then, fearing we will lose them if something is not done, we water them. The frequent repetition of such treatment is disastrous to any plant. It is not to be wondered at that these plants lose their leaves, and take on a sickly look that makes them so unattractive that after a time we throw them away and fall back, for our reason for doing this, on the old theory that we "haven't the knack" of growing hanging-plants successfully.

If you give a hanging-plant all the water it needs, it will do as well as the plants in the window beneath. Write that fact down in big letters, in your memory-book, and make one more effort to grow some hanging-plants. You will not fail, if you profit by my advice.

Make it a rule to see that every one of these plants is well-watered *daily*. Do not fill the pot to its brim with soil. Leave about an inch of space between soil and top of pot. Apply enough water to fill this space. If this is done, and done every day, there will be small likelihood of your plants suffering from lack of

moisture at their roots. All the knack there is to it is contained in that line of advice.

Hanging-plants can not be grown to perfection in one month, or two, or even three. They must have ample time to develop on, the same as those on the sill. Therefore, if you care to have pleasing specimens of them the coming winter, do not put off the time of their preparation until winter is upon us, but get at the work *now*.

Most vines suitable for hanging-pots are rapid growers and will make quite a creditable showing in a short time, and will increase in beauty for months. A plant started into growth this month will not be at its best before February or March, if then.

Most of these vines grow readily from cuttings. Instead of using one cutting to a pot, make use of at least half a dozen. What you want is a mass of foliage, and a profusion of vines—enough to cover the pot—and if you try to make a single plant provide this, your pot will not be the thing of beauty you desire for a long, long time. "In union there is strength", they tell us, and you will see this truth exemplified by making use of a number of plants to a pot. It is well to pinch off each plant, as soon as it gets fairly under way, thus forcing it to throw out side-branches. In this way, you can secure a good growth of vines from the pot in a short time. One of the chief charms of a good specimen of the hanging-plant class consists in a thick growth of branches from the base of the plant or plants, rather than in a multiplication of branches after they have begun to droop over the sides of the pot. Concentrate the wealth of foliage at the pot and let the branches thin out gradually as they elongate. This gives you a plant that is properly balanced, so to speak, always

vastly more pleasing than a plant thin at the pot and heavy below.

What hanging-plants are easiest to grow? There are several that can be mentioned in answering this question. *Oshonna* is of remarkably easy culture. It has thick, fleshy foliage, succulent in nature. Because of the shape of its leaves, it is sometimes called "Pickle Plant." It bears a profusion of bright yellow flowers. *Tradescantia* is another plant that requires little care. The variety having green, rose, and white-striped foliage is prettiest. This must be pinched back a good deal to secure a quantity of foliage, as it is rather long-jointed. *Moneywort* is an old stand-by; so is *Lysimachia*. I always make use of the blue-and-white flowered *Lobelia*, in winter, and find *Sweet Allyssum* very satisfactory. So is the single *Petunia*, if pinched back persistently until you secure at least a dozen branches from the plant close to the soil. I would not willingly be without *Oxalis*, in pink and yellow. The latter is a superb plant, being completely covered for months with great clusters of golden-yellow flowers. The pink is not as showy, but it is very charming and a persistent and profuse bloomer. Both varieties are grown from tubers which should be procured and planted this month. Put half a dozen tubers in each pot of ordinary size. *Asparagus Sprengeri* is a fine plant for a large pot. *Glechoma*, green variegated with yellow, is very attractive. *Browallia* is a lovely plant, bearing large quantities of dark blue flowers—a very rare color among house-plants, and especially among the hanging varieties.

Sulpho-Tobacco Soap.

Kills all bugs and insects on plants and animals. Per 3-oz. cake, 10 cents; 8-oz. cake, 20 cents.



LET us help you raise money. If you try to raise money for church purposes by selling *Larkin* Products *without our co-operation* you will raise only a small amount compared to what you might have raised *with our special assistance*.

By using our special literature, orderslips, etc., the Christian Church of San Lorenzo, California, readily secured orders netting them nearly a thousand dollars; and the aid society didn't seem to think that was very much, either, for they wrote, "money is scarce in California since the earthquake." This is an example of what can be accomplished for church purposes with our *special co-operation* by means of the *Larkin* Church-Aid Plan. Ask us to help you. Write for Application Blank No. 27.

Church Fairs.

Are you making preparations for a church fair? If so, write for Application Blank No. 27½, and we will send you an information folder explaining our Booth-Offer which includes flags, signs, streamers, crepe paper, directions, etc., and \$4.50 worth of samples, all free.

Mrs. E. P. Seymour, Middletown, Vt., writes: "I wish to say a few words in favor of your goods. They are unequaled in quality. At a church fair that we recently held, they brought nearly \$200.00 for the benefit of the church. The articles speak for themselves. Long live the *Larkin* Co.!"

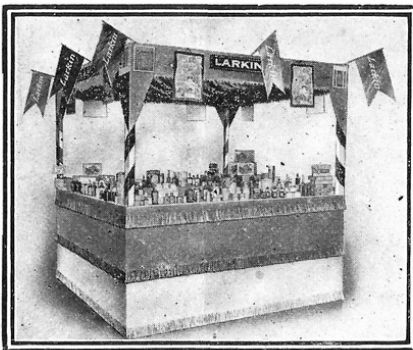
Mrs. I. H. Williamson, Troy, N.

Y., writes:

"Would say that we considered our *Larkin* Booth a great success. Our people are all pleased with it and considered it very beautiful. The *Larkin* Booth was the only booth we had and it was in the center of the room. We have always been pleased with your Prod-

ucts and you will receive another order from our people in the near future."

Rev. Fred M. Clay, Shelby, N. Y., writes: "We found no trouble in erecting the Booth and in a few minutes had it decorated. It was the most beautiful booth on the grounds. I have much pleasure in saying that in the future we will have a *Larkin* Booth in every effort to raise money by fair or entertainments because the goods sell quickly."



THIS BOOTH FREE IN CONNECTION WITH OUR CHURCH-AID PLAN.

Ever Popular Factory Visit.

IN August seven thousand people took the trip with our special guides through the *Larkin* Factories and Offices. Without exception these visitors were entertained, delighted and instructed.

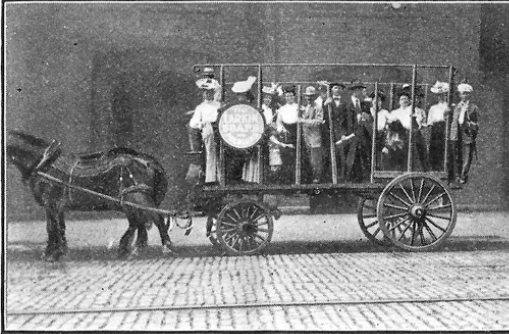
That we admit visitors to our Factories, in fact provide for their comfort and entertainment, surprises many. We want you to visit us, knowing that the better acquainted you become with our institution, its standards and its methods, the greater will be your confidence in us and the confidence of its patrons is the life-blood of a business such as this. Come and see what we are doing.

The light of correct manufacturing processes and economic business methods is not hid under the bushel of secrecy.

Recently Shigotoshi Takeuchi, a lieutenant commander of the imperial Japanese Navy, who saw much sharp fighting with Admiral Togo's fleet during the Japanese-Russian War and who is a well educated and cultured gentleman, came to visit our factories. He is in this country studying American business life. He did not hesitate to express his admiration for what we had to show him. "Marvelous," he would exclaim as he was conducted to the various points of interest.

The interesting picture reproduced here is of a party who visited us recently. On the way to the Factories they saw one of the big drays

marked "*Larkin* Soaps and Premiums," and persuaded the driver to bring them in. The photograph was taken by one of the party, Mr. C. C. Suter of Monessen, Pa.



With one accord these people agreed after completing the trip through the Factories that it was not only enjoyable, but highly instructive.

The Factories are open to visitors and guides are in attendance each working day. We shall be glad to see you.

LARKIN GELATINE

PURE, FLAVORLESS, ODORLESS
AND SPARKLING

For a dainty delicious, refreshing, healthful dessert, try the following recipe for

Lemon Jelly.

One package Larkin Gelatine, one cup cold water, three pints freshly boiled water, one cup of sugar, juice of three lemons or one-half cup of lemon juice. Moisten Gelatine in

cold water for two minutes, pour on boiling water, add sugar and lemon juice and strain through cheese-cloth or soft linen into moulds.

Our new book, "Good Things to Eat and How to Prepare Them," contains many excellent recipes for using Gelatine and other Larkin Pure Food Products. A copy mailed, postpaid, on request.



Larkin Co.

BUFFALO, N. Y.

THE LARKIN IDEA.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year on receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three orders for the Larkin Soaps and other Products within twelve months. To one who continues to send orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Published by *Larkin Co.*

ESTABLISHED, 1875.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS
IMPORTERS.

Factories and General Offices, - BUFFALO, N.Y.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES:

4 and 6 White Street and 239 West Broadway,	} - NEW YORK CITY
149 Massachusetts Ave., Cambridge,	
2222, 2224 Arch Street,	- PHILADELPHIA
820-824 Liberty Avenue,	- PITTSBURG
1870 Ninth Street, N. E.,	- CLEVELAND

The Best Shampoo.

BY THIRZA RICHMOND.

LET every maid who sees this page
And every man, what e'er his
age,

Read these bold words and then
engage

Kind friends and kinsfolk, keen and
sage,

In effort to their truth assuage;
No Shampoo can with *Larkin's* wage.

Eclipsed by none, it wins its way.

"Give us *Larkin's*! It's O. K.!"

Glad patrons joyously now say.

Since bleach within it is not found,

Harmonious color must abound;

And germs infectious, lingering
round,

Make quick adieus when this
renowned,

Pure wash has cleansed their feeding
ground;

Offensive dandruff it has downed;

Of course, "the best" it must be
crowned.



The treatment is most simple, too.
Have but a teaspoon of Shampoo
Effective lather is your due.

But first the hair should be well wet
E'er to your scalp you Shampoo set;
Stiff rubbing then you'll not regret
To cleanse the head with dirt beset.

Thoroughly rinse with water warm;
Rinse with cold—"twill do no harm;
Yet one point more completes the
charm.

It is the Quinine Tonic pure—
"Twill soon incipient baldness cure.

The savings to the customers
resulting from the *Larkin* Idea of
Factory-to-Family dealing are so
great that it would be but natural
for strangers to it—if there are any—
to be skeptical, to doubt just a little
and to wonder "how it can be done."

The success of the *Larkin* Idea,
however, and the unqualified indorse-
ment of millions of customers compel
belief in its merits.

Some other reasons are set forth
in our article on "The Wasteful
Installment-Plan;" see page 1.

The Modern American Post-Office, the Creation of Abraham Lincoln.

BY JAMES L. COWLES,

Secretary Postal Progress League, 361 Broadway, New York City.

THE modern American Post-office with its rates determined by the representatives of the rate-payers in Congress assembled—rates regardless at once of distance, of the volume of business, and of the character of the matter transported—was the creation of the Congress of 1863. And the hand which signed the law establishing it was the hand of Abraham Lincoln, the same hand that, a short time before, had signed the emancipation proclamation.

Under this great service there are no discriminations, either as to persons, places, or things. Up to the limits of the Postal service, the humblest individual on the most out of the way rural route in the country is guaranteed the same service—as to cost—in securing his supplies or sending off his produce as the biggest corporation in our greatest metropolis.

The railroads and express companies always favor the big cities and the big corporations in those cities. Not so the Post-office. Its business is to bring up the condition of the most unhappily located backwoodsman as nearly as possible to that of the most fortunately located citizen.

Would the farmers of the United States increase the value of their products, add to the value of their farms?

Then let them see to it that a Congress is elected this fall pledged—

First, to give to this country a general Parcels Post, the best, the cheapest, the most extended in the world.

Second, to establish a local rural Parcels Post that shall do all the

general transport business on the rural routes at rates like these:—

Persons - 10c per trip.

Parcels - All mail matter in one class.

Parcels up to 1 lb.—1c.

Over 1 lb. to 11 lbs.—or a peck—5c.

Over 11 lbs. to 30 lbs.—or a half bushel—10c.

Over 30 lbs. to 60 lbs.—or a bushel—15c.

Over 60 lbs. to 100 lbs.—or a half barrel—20c.

Over 100 lbs. to 200 lbs.—or a barrel—25c.

How such a service would make the farmers laugh! And it would make our half starved carriers of today laugh too. For under such a service, Uncle Sam would receive enough income from the business to enable him to pay the carriers big wages for two-horse teams or automobiles.

Now then, farmers of the United States, you can have these things if you will!

I sometimes think that our great Lincoln had something of this kind in mind when he established the modern American Post-office. In any case—President Lincoln inaugurated the first American Merchandise Post, and you can have it extended to any limit if only you will elect Congressmen pledged to do it.

There are said to be 1900 rural routes in Indiana—that means 237,500 voters, 125 families to a route—who would be benefited by such a service at least \$25.00 a year or in the aggregate—for the state of Indiana alone—nearly \$6,000,000 a year. That ought to be sufficient inducement to win votes for Congressmen

who are regardful enough of the public welfare to take up the advancement of the Post-office as their battle cry in this pending congressional campaign.

The rural carriers of Indiana are asking for an addition of \$250 a year for the keep of their horses. They ought to have \$1200 or more a year for two-horse teams and be allowed to earn it. Today, they receive less than \$720 a year and are allowed to earn for the Post-office Department only about \$132 a year.

The Post-office is the one department of the National Government that comes nearest to the people, that can be made of the most benefit to the people, and yet it is one department of the Government to which Congressmen give least attention. They have not reduced postal rates in the slightest particular for over twenty years--and today they are taxing the public for the transportation of general merchandise, one hundred per cent more than the old rate 1874.

The tax indeed levied by the 59th Congress on the American public for the postal transport of general merchandise is one hundred per cent higher than the Post-office Department deems advisable or necessary; one hundred per cent higher than the old rate of 1874, one hundred per cent higher than the Samples Parcels rate of the Universal Postal Union, and twenty-five per cent higher than our foreign parcels rate.

How can members of the 59th Congress justify themselves in asking for re-election to the 60th Congress while they are enabling foreigners to flood the American market with merchandise parcels at transport rates twenty-five per cent cheaper than those levied on citizens of the United States.

Verily, every candidate for election to the 60th Congress might well declare himself in favor of giving to the citizens of the United States the best postal service on earth.

If we had a United States Parcels Post, **IMPORTANT!**

With rates same as we enjoyed a short time in the year 1874, this package could have been mailed to you for 8c. per lb.

If we had the rates in force in France and Germany, general merchandise could be carried by mail at the following rates:

Up to 7 lbs.,	12c.
" " 11 "	16c.

In England:

Up to 7 lbs.,	18c.
" " 11 "	24c.

The above rates are ample to operate a Parcels Post without loss to the Government. Compare them with the express charges or postage paid on this package.

Also reflect how much more often you would employ the mails to serve you in advantageous buying if our country had a Parcels Post, and you will realize the importance to yourself of the passage by Congress at Washington of a Parcels Post Bill.

You can have this Bill enacted if you want it.

You, the people, govern this country if you want to

If enough of you will write to the Congressmen and Senators asking the passage

of this Bill, they will heed you more than they now do the Express Companies' lobby and the middlemen's lobby, both of which are active in opposition to a Parcels Post.

You have a chance between now and the fall elections to make your wishes known in a very impressive way. Then a complete new membership in the House of Representatives will be elected by your votes. Do not support a candidate who will not pledge himself to help pass a Parcels Post Law next session.

Only one million out of eighty million people can possibly object to this law. You belong to the seventy-nine million. With right on your side, you have the greater power if you choose to exercise it. Even the one million who oppose it will be benefited, but they cannot see it until the law is in operation.

A good law never injures anyone.

Larkin Co.

This is a reduced facsimile of a circular that we are enclosing with our express and mail packages. It is self explanatory.

We shall be glad to furnish a full size electrotype plate of it to any firm who will agree to use it as we do, signing their name instead of ours.

UNCLE JOHNNY'S FORTUNE.



BY
LOLA V. HAYS.

AUNT Sallie stood in the back door, surveying with honest pride the long lines of clothes—the white billows, the clear blues and browns, that swayed in the sweet spring air. She noted with satisfaction, that the new pillow-shams hung straight and showed the beauty of their design to the admiring passer-by. The fragrance of the soap was pleasant with its faintly spiced odor, not perfumery smelly, as Aunt Sallie said, but jest good, clean, sweet smelly.

Uncle Johnny had been standing in the middle of the sitting-room for several moments before she knew it. There was a half apologetic, half triumphant expression upon his flushed face. She dried the water from her hands and came into the room.

"What in the nation hev you got in that curus lookin' poke?" she asked, looking down upon the bundle he had laid upon the table.

Uncle Johnny cleared his throat portentously, or was it to give him courage?

"That is a weegy-board," he announced, untying the strings and exposing a flat board about one by two feet in size, upon which rested a small, heart-shaped table with three felt-bottomed legs.

"And please tell me what is a weegy-board? What is it good fur?"

she said, looking curiously upon the highly polished bit of furniture.

"It—it—well you see it tells things."

"Tells what kind of things?" she asked, surveying him with the critical eye of the wife who has lived through long years of experience in the vagaries of mankind.

"Why, you see, you put your hands on this little table and it moves around and spells out answers to any question you want to ask it. I thought I would find out where my great uncle Johnny buried his treasure," he said, wistfully.

"If you would dig along in the ground like your Uncle Johnny did, you would get treasure enough outen it. There is the best place to seek fur buried money; in the ground, with a plow and harrer," she cuttingly advised him. "Jonathan, how much did you pay fur that thing?"

"Dollar an' a half," he faltered, then bracing up, defiantly he added, "I wouldn't have bought it only that I seen what it done at Miss Myerses. It told them that Tildy was agoin' to marry this fall and that their Aunt Hanner was acomin' to the weddin' and that Miss Myerses ma and pa was dead—"

"Humph, everybody in the county has knowed for six months that Tildy was agoin' to marry and Aunt Hanner allus comes in every fall



"IS IT J? NO? IS IT W? NO? IS IT R? OH, YOU DARLING."

anyhow; and goodness knows, Miss Myerses folks has been dead for ten year," she said, crushingly.

"Yes, but how was a weegy-board, right from the store agoin' to know all that?" he offered in defense. "Why it went right ahead and told them all that jest as fast as it could rattle it off. They did not want to sell it, but I begged so hard and they will get them another from town right away. Miss Myers said she wouldn't begin to be without it more'n a day or two. If you will jest sit down in that chair and let me rest this end of the board in your lap and this one on my own knees and put the tips of your fingers on this little table, I'll show you in a minnit," he said, eagerly.

"No thank you," she said dryly. "I have been resting the tips of my fingers on a bar of Sweet Home Soap

all morning and it moved around pretty fast too. It made out about as fine a story as I want to hear and it was all true, too. The spellin' lesson is hangin' on the clothes-line an' I've got the kitchen and the back porch to scrub. If you go out, don't come atrackin' acrost the wet floors." She dipped her mop in the water and glanced back through the door. He was sitting with the board upon his knees, gazing out of the window, with such a disappointed look that her heart smote her. Hastily averting her eyes she called: "Here comes Mary Ann Wilk's girl Jennie, mebbe she will help you run your weegy-board."

Jennie was enthusiastic.

"Certainly I'll help you, Uncle Johnny; I can fairly make the sweet little thing fly. It will tell me anything. Here oiujja, will you talk for

me today? Yes? Oh, you darling. Ask it something, Uncle Johnny?"

Uncle Johnny was flustered but gallant and insisted that Jennie must ask something first. Aunt Sallie, scrubbing away in the kitchen, leaned over her pail of water, discreetly.

"Oh you dear, good Uncle Johnny. Let me see, what shall I ask? Oh, yes—oiuja, does anyone love me? Oh, you naughty thing. Is it J?, No? Is it W? No? Is it R? Oh, you darling. I thought so! Oiuja, am I going anywhere soon? Is it to a dance? Is it with R? Oh, how sweet! Say oiuja, tell me the truth, did J. ask L. a certain question on a certain evening? Just think of that!"

Uncle Johnny sat allowing his hands to glide mechanically about on the little table. Aunt Sallie shook with suppressed laughter. For half an hour longer did the little board of magic reveal secrets of moment to Jennie. Then Aunt Sallie took compassion upon her suffering better half and called from without the porch: "Jennie, your mother is calling you."

"She'll spank me, sure," cried Jennie, "she sent me after that new crochet pattern you got from Samantha. I'll have to lay it all onto Uncle Johnny begging me to help him run the oiuja-board. Any time you want me to help you, I'll come. I'd rather talk to that cute little thing than eat. You and Uncle Johnny will have a picnic now, Aunt Sallie. I don't see how you will ever take time to do anything but talk on the oiuja." She seized the crochet pattern and skipped lightly down the path toward home.

Aunt Sallie considerably looked aside out of the window; when she turned again the board was hidden from sight. This was the beginning.

Day after day the girls of the neighborhood would come in at Uncle Johnny's noon hour to talk to the oiuja-board. Uncle Johnny dropped his eyes in shame every time his spouse would enter the room, which was, greatly to his relief, but seldom. She felt for her unfortunate husband but would not encourage him by "being a fool" as she expressed it, nor could she persuade herself to humiliate him by an expression of her views.

In three weeks' time he had assisted all the girls to discover if "anybody loved them;" a few sheepish boys had been in to ask things of the "weegy" and a scattering of older people. One evening he slipped out with it and went over to Myers'. In a few days his wife missed various farming tools from the shed. She smiled grimly. Uncle Johnny's clothing showed clay stains, dirt stains, sandy grime. She knew where he was digging. Then came the leaf mold from the woods, the green slime from Nathan's Pool. He was weary to exhaustion when he came to bed each night. Still the oiuja led on the remorseless chase for the hidden money, still he carried the little soothsayer to and fro from Myers'.

Aunt Sallie read the signs. A leaf of mandrake clinging to his shoe told of the "bad acre" behind the cornfield; the sticktight came from the lower pasture; there were no cockle burrs on their place so he had been across the fence into grandfather's "old place." The weeds grew up among the corn, the pigs squealed in hungry protest and the day for the interest on the mortgage drew steadily on. Uncle Johnny was determined to wipe that mortgage out this time and Aunt Sallie's eyes grew misty as she watched his haggard face and weary eyes. She knew

that the old sack up garret, which she had kept for emergencies, would pay the interest but her thrifty soul grieved over the waste of the crops, the fruit of one of the most bountiful seasons that Boone County had ever known. At last Uncle Johnny abandoned the farm work altogether and spent all his days digging. A scandalized delegation from his church called upon him, but he was gone. Days followed, dreadful days for Aunt Sallie, who looked upon her wild-eyed husband with both sorrow

and anger as he dug among the growing corn, in the door yard, the barn lot, anywhere that erratic ouija board directed him.

sign of death and trouble to bring a spade into the house."

"It aint no bad sign either," he said, deliberately opening the wardrobe and taking out the ouija. He smashed the flat board under his feet and sent the little table whizzing towards the grinning picture of great-uncle Johnny above the mantel.

"Grin all you want to, confound you," he yelled, "I'll fix you."

Aunt Sallie screamed as the ouija described a half-circle and knocked



"AUNT SALLIE SCREAMED AS THE OUIJA DESCRIBED A HALF-CIRCLE."

and anger as he dug among the growing corn, in the door yard, the barn lot, anywhere that erratic ouija board directed him.

At last the climax; he came into the house dragging his spade after him.

"Oh, Jonathan," she cried, "you hadn't ought to do that. It is the

tall china vase from the mantel, smashing it to bits.

"I know what you allus had that grin about now, you old miser," said Uncle Johnny, picking up the ouija and throwing it at the picture again. "You knowed that you was agoin' to see me the laughin' stock of the country along of your doin's."

Aunt Sallie was picking up the bits of china silently. That old vase was a hundred years old and so heavy that she could hardly lift it. It did seem hard that the small, light bit of wood should have thrown it down and broken it. She mechanically picked a bit of cloth from the ruins. No, it was not cloth. With a smothered cry, she knelt upon the hearth and began picking the ragged old bills from the broken china. She had poured some perfume down the narrow mouth of the vase last spring to make the room smell fresher when she aired it for Sunday. The bills were wet and soggy, but they were greenbacks. She held them out to Uncle Johnny, voicelessly. Trembling, he counted them and then spoke:

"There's five thousand dollars here, Sallie, jest as he said he'd hid away. I reckon we can give that old skinflint his walkin' papers now, when he comes after his interest money."

He rose to his feet; his eyes fell upon the ouija. He picked it up and looked at his wife pleadingly.

"The weegy did find it after all—and—and—."

"Now, Jonathan," she said sternly, looking down, that he might not see the twinkle in her eyes, "do you mean to tell me that you are agoin' to walk along the path of sin with that tool of Satan in your hands a pretendin' to look into the future and stirrin' into other folkses business? Right now is the time to pick your road. It will take a mighty broad path to accommodate you and your weegy-board. It will be a mighty sad sight to see a deacon in

TEMPORARY SHOWROOM == SCHEDULES ==

OHIO

Bellefontaine, .	Oct. 15-Oct. 20
Mansfield, .	Oct. 22-Oct. 27
Marion, . .	Oct. 29-Nov. 3
Lorain, . .	Nov. 5-Nov. 10
Tiffin, . .	Nov. 12-Nov. 17

MASSACHUSETTS

Hyannis, .	Oct. 15-Oct. 20
Plymouth, .	Oct. 22-Oct. 27
Brockton, .	Oct. 29-Nov. 10
Quincy, . .	Nov. 12-Nov. 17

NEW JERSEY

Newark, . .	Oct. 8-Oct. 27
Paterson, .	Oct. 29-Nov. 10
Hoboken, .	Nov. 12-Nov. 17

the church a settin' by the way abalancin' a weegy-board with the chance passer-by."

She walked away, wiping her hands upon her gingham apron. When she poked up the fire for supper, she smiled happily as a small round, felt-bottomed table-leg came rolling from among the ashes. Uncle Johnny ate his favorite hot gingerbread, with the faint, elusive lemon flavor she knew he delighted in, for supper, with never a shadow upon his placid brow.





AN account of the early development and use of Beef Extract written by Thudicum says:

"While the Mediterranean countries used quantities of olive oil, the North of Europe consumed butter, lard and other animal fats, the inhabitants of Central France suffered from an insufficient supply of fats, and thus had a strong inducement for the application of meat broths which mark an early epoch in the development of culture."

About the year 1820 the first scientific consideration of the principles of cookery was attempted by the French, and for the first time, broth or bouillon was spoken of as essence or extract of meat, the strength and value of which stood in direct proportion to the weights of the essential ingredients used in its preparation. A standard was established by means of which all cooks and chemists could compare facts, processes and products and work within reasonable outlines drawn by economy as well as hygienic nutrition.

Thoroughly established was the fact that essential flavors were present only in the lean of meat, while other parts yields only fats and gelatine.

Since 1820 the recognized cooks have been working on the perfection of Beef Extracts and now in the immense hostleries of the country the

chefs use a prepared extract for all bouillons, and flavorings for soups and sauces, in preference to extracting the broth from the meat itself. The reason for this is evident. No one can make soups of perfect balance, that is without excess fat or too little proteid or gelatine, as well as the man who manufactures the extract with the assistance of modern machinery.

It is so with *Larkin* Extract of Beef; made in a cleanly wholesome way, it is a cleanly, wholesome food, not necessarily for invalids but for all. It gives to all sauces the essential flavor of the meat itself without the labor, time and expense involved in the cooking of the meat.



Plain Consomme.

Allow one-fourth teaspoon of *Larkin* Beef Extract for each cup desired. Put into a saucepan and pour over the extract the required number of cups of boiling water. Season with *Larkin* Table Salt and *Larkin* White Pepper and with *Larkin* Celery Extract allowing one-fourth teaspoon of Extract to each cup of consomme.

Consomme with Tapioca.

For six cups of consomme allow three teaspoons of *Larkin* Pearl Tapioca. Cook this in six cups of boiling water to which has been added a bay leaf. When Tapioca is clear, add one and one-half teaspoons of

Larkin Beef Extract, and season to taste with *Larkin* Table Salt and *Larkin* White Pepper.

Brown Sauce.

One tablespoon of butter, one tablespoon of flour, blended together. To this add one cup of boiling water. When cooked add one-fourth teaspoon of *Larkin* Beef Extract and season with *Larkin* Table Salt and *Larkin* White Pepper.

Nearly Twice as Many Toothpicks.

Without raising the price, we have nearly doubled the size of our package of Toothpicks. Instead of eight hundred it will, after October 15th, contain fourteen hundred.

These Toothpicks are justly popular with *Larkin* Customers. They are polished and will not easily splinter in the gums or break off between the teeth. Both points are wedge-shaped, and carefully rounded; two serviceable picks in one.



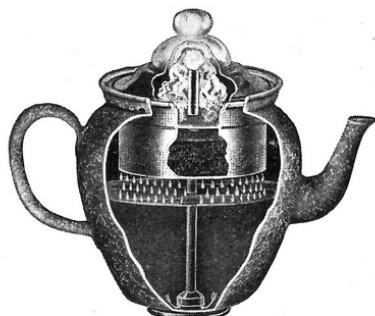
Dentists tell us that toothpicks made from good wood are best. They are more effective and more economical than quills, and unlike the dangerous metal pick may be used without injury to the mouth, teeth or gums.

Larkin Toothpicks are of straight-grained birch, white, smooth, light, dainty and serviceable. None better can be made.

Per box, price 5 cents.

Universal Coffee Percolators

One given for three
Certificates.



MAKE delicious coffee every day. No bad days with this pot. Coffee is always uniformly delicious and requires no eggs to clarify—a great saving that will pay for many percolators, while one will last a score of years. Pot can be used on any stove, and operates automatically. Has aluminum filter and cover with glass top. A special lid is included to stand pot on if open-grate gas stove is used.

No. 83. Elite Enamel, white inside, blue outside. Pattern illustrated. Capacity, 9 cups.

No. 93. Pure aluminum, with ebonized wood handle. Colonial pattern. Capacity, 6 cups.

Larkin Co.
BUFFALO, N. Y.

THE LARKIN CLUB-OF-TEN

DO you not remember how when you were growing up one of the greatest delights of the year was your birthday? If it chanced a birthday party was added to the joys of the day, your happiness knew no bound. As we grow older these days gain a different value, and happy is the family group, where the birthday of each member is celebrated in its turn, each one of the family planning to make the day an especially happy one for the celebrant. Can we not have a Club-of-Ten birthday party with a birthday-cake and its candles? It will bring back many a forgotten pleasure of your childhood days and also many a bit of

Clubs-of-Ten have been established and these letters have been proved most interesting.



MRS. WM. ROGER'S CLUB-OF-TEN.
Ft. Wayne, Indiana.



ELK GROVE, PA., CLUB-OF-TEN, MRS. PHEBE HESS, SEC.

pleasant experience that your Club-of-Ten has given you.

This will be very appropriate since we have had so many letters recently telling us of the length of time

The table is decorated with a *Larkin* Club-of-Ten Clover Centerpiece and the birthday-cake which is the sour-cream or eggless cake, the recipe for which is given in "Good Things to Eat."

There are two ways of placing the candles about the cake. One is to have a circle of tin possibly an inch wide into which the tiny candle holders are fitted. This rim is large enough to encircle the cake.

The tinsmith in your town can easily make one. The other way, which is what we have done and is the easier, perhaps, is to use ordinary French candy creams in the shape of roses. These make excellent

candle holders, by carefully hollowing out the centers so that the candles will just fit in them. Fasten these into the soft icing of the cake and when the icing hardens the candles will be firm and secure. Decorate the cake in some pretty way and you will have a very pleasing center decoration.

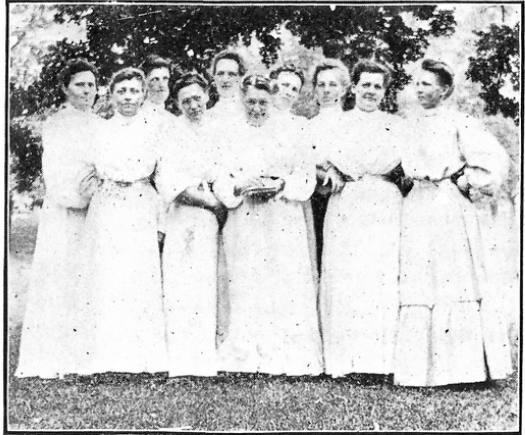
This Menu is merely suggested :

Tomato Soup
Roast Chicken
Boiled Rice Peas
Waldorf Salad
Brown Betty
Larkin Coffee
Larkin Chocolate Peppermints.

In our illustration, you will see the souvenirs which we suggest. These little silk bags are made of clover-pink ribbon to harmonize with the pink of the centerpiece. Fill these bags with the chocolate peppermints.

The card is decorated with a Clover Perfume label, and makes a very pretty place card. We will be glad

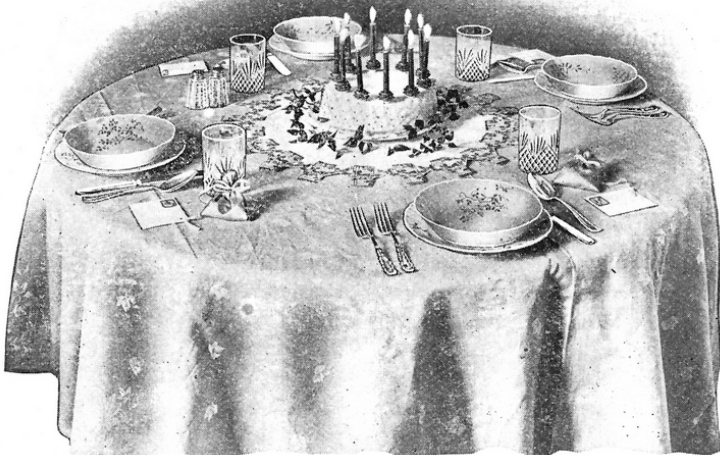
to send you enough of these cards for your birthday party if you will write us the number of cards you need.



KENOSKA, WIS., CLUB-OF-TEN,
Mrs. H. Lundeen, Sec.

Induce your friends to identify themselves with a Club-of-Ten. You can do them no more neighborly turn.

Membership in a Club-of-Ten will enable them to purchase household Products of unexcelled quality on convenient terms and to receive useful articles free. Tell them about it.



SUGGESTION FOR DECORATING CLUB-OF-TEN BIRTHDAY-PARTY TABLE.

THE LARKIN GIRL'S COZY CORNER



SUCCESS—to get as much out of life as one can; this is the new definition that I read the other day, and that set me wondering how the meaning of words change.

Not so very long ago to be successful meant to acquire money and all that money could buy; to enjoy luxury and ease that only the very rich could ever hope to secure. Now all that is changed and we are told that the word success means to get all one can out of life.

I like the new definition. To get as much as one can out of life. What can this mean to a girl?

Well, first of all I should say it meant being just a wholesome, contented, lovable sort of a girl; not one of those girls who wishes she was twenty instead of sixteen, or the other kind who wishes her father was a banker instead of a farmer; or the many others who wish they were earning their own living and independent, instead of being called upon to stay quietly at home.

If it happens that any of my Cozy Corner girls find themselves in one of these classes, let me ask you to read again the new definition of the word success.

You will see that it adapts itself to all circumstances. No matter where we may live, who we may be, what we may have—let us get as much out of life as we can.

I should say it meant that you girls, whether you are ten, or twelve, or sixteen, should assume the house duties that your mother feels she can

entrust to you. That is important. Get as much out of the home-life as you can.

Then it means that you should have lots of friends. Be popular. By that I don't mean to strive for admiration, but be useful, lend yourself to the people about you, for in that way you will get the benefit of intercourse with them and this is one of the many ways we may get a great deal out of life.

Getting as much as one can, doesn't imply the impossible, does it? And yet how many girls make absolutely no use of time but wait for something wonderful to happen—and it never does. Nothing will turn up unless you turn it up, so better begin right now, if you haven't already, to get as much out of life as you can.

Accept the facts as they are. Be satisfied with your home, with your possessions, with your friends and with your environment. After all they are yours, to do with as you will, and you can make of them just what you will. As the boys would say, "It's up to you!"

Curiously enough that last clause made me think of our Premium List. Why? I think some of you know why. There are the Premiums, attractive and just what you want, and *Larkin* furnishes the Products. That is what I mean by "It's up to you." Will you accept the opportunity!

I had such a nice letter not long ago from a Cozy Corner girl, a letter

telling of earnest endeavor and the good results that always follow. She said,—

"I have long been a reader of THE LARKIN IDEA, especially the Girls' Cozy Corner, but have never written before.

"My mother has used *Larkin* Soaps and received *Larkin* Premiums ever since I can remember and so we have a number of Premiums, twenty-eight in all.

"My sister and I have sold six \$10.00 orders and we all like the work very much.

"When I read the Book offer, I thought it would be nice to send for a Catalogue, so I am writing to ask if you will please send me one.

"I hope you will have good luck and I shall expect to receive the Catalogue."

In my answer I suggested several books with which, in my opinion it would be well for any girl to start her library, and in case other girls may want the list, here it is—*Alice in Wonderland*; *Cranford*; *Christmas Stories*; *Old Curiosity Shop*; *Romola*; *Hawthorne's Wonder Book*; *Ivanhoe*; *Kenilworth*; *John Halifax, Gentleman*; *Elizabeth and her German Garden*; *American Girl in London*; *First Violin*; *Lamb's Tales from Shakespeare*; *Eminent Women*; *Life of Empress Josephine*; *Last Days of Pompeii*; *Child's History of England*; *Knickerbocker's History of New York*; *Longfellow's Poems*; *Sesame and Lillies*.

These twenty books you may have with one ten-dollar order. I have chosen them very carefully and can assure you that you can't afford to do without one of them.

Making Portraits by a Window.

BY FELIX RAYMER.

ONE of the most enjoyable past-times for the possessor of a camera is making pictures of the home folks; but unfortunately there are few who understand how to do it. The result is that we seldom see a picture that has been made at home possessing any degree of artistic merit. In this short article I shall attempt to give a few directions for the making of pictures by any ordinary window and if these directions are followed carefully there will be but little trouble experienced in getting good results.

To secure uniform light select a window facing the north. The sun never falls on it and the exposures will be nearly the same at all times of day. In addition to this, the light being more even the resulting negatives will be more even, so that for all practical purposes the north

exposure is the best, although not absolutely a necessity.

The window selected should be curtained in such a manner that the operator has complete control of the light. On nearly all windows there is a curtain or shade that is drawn from the top down to the bottom when the light is to be shut



out of the room, or when the window is closed so that a view of the room

cannot be obtained from the outside. This shade should be taken from the top of the window, and the fastenings removed and placed at the bottom of the window casings in such a way that the shade will have to be drawn upward if the window is to be closed. A pulley should be fastened at the top in the casing so that the cord by which the shade is drawn upward can be passed through it to hold the shade up.

A dark cloth of felt stretched tightly over a frame made for that purpose, should be used for a background. The frame should be about four by five feet in size; anyone can make it for himself.

We are now ready for the subject. Measure the width of the window, and place the subject the same distance from it that it measures in width. For example, if the window is three feet wide, have the subject seated three feet from it, and out from one of the side casings. This allows all the light

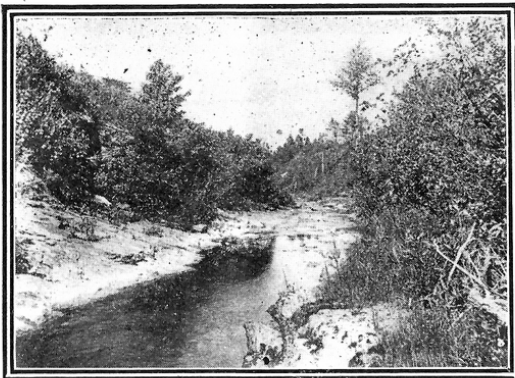
to fall on the subject from the front.

Next, draw the shade on the window upward until it is on a level with the top of the subject's head. Then have the subject face directly

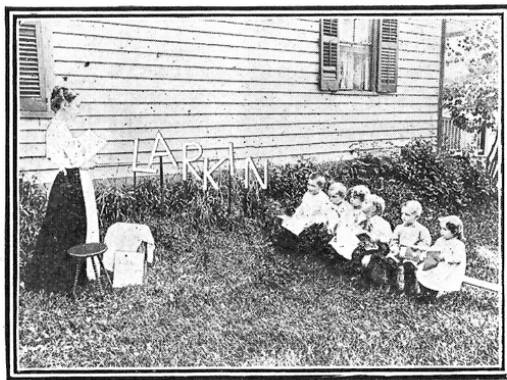
away from the window, and then begin to turn backward to the light very slowly. When he has turned to the light far enough for the operator to see a very small spark of light appear in the shadow eye, the eye farthest from the window, have

him stop turning. Now look at the nose. If there is a shadow running from it down toward the corner of the mouth the light is right. But if the shadow runs more toward the center of the mouth, the shade on the window should be lowered until the shadow does go to the corner of the mouth; but if this shadow runs out on the cheek past

the corner of the mouth the shade should be drawn upward until it runs down to the corner of the mouth.



"A NUTMEG STATE STREAM."
Awarded First Prize of \$2.00 for Landscapes
in August contest.
Taken with our Chautauqua Camera by
George C. Marks, New Haven, Conn.



"THE MORNING LESSON."
Awarded First Prize of \$2.00 for Genre Subjects
in August contest.
Taken with our Chautauqua Camera by
Eugene L. Root, Meriden, Conn.

Now, stand the camera as near the wall of the room, and near the window, as possible. The larger the head wanted in the picture, the nearer the camera will have to be placed to the subject. If the camera is placed close up to the wall and window, the effect of lighting secured in the negative will be the same as shown in the small picture accompanying this article. The exposure necessary for this effect of lighting will be about five seconds where the lens works at F. 8. The matter of exposure will have to be arrived at by a little experience. Different windows require different exposures as well as do different lenses. But with a few trials the exposure will

be secured with sufficient accuracy for all practical purposes.

The background should be about three feet behind the subject so that it may not be as sharply focused as the face of the subject.

The Prize Photograph Contest.

In the contest that closed September 1st, the following prizes were awarded:

Genre Subjects, First Prize, \$2.00, Eugene L. Root, Meriden, Conn.

Genre Subjects, Second Prize, \$1.00, E. W. Freitag, Athol, Mass.

Landscapes, First Prize, \$2.00, Geo. C. Marks, New Haven, Conn.

Landscapes, Second Prize, \$1.00, Walter Turner, Chester, Pa.

Children's Cloth Dresses.

AMONG the Fall styles of children's dresses none are more pleasing than the three tasteful and sensible designs we have chosen.

Buster Brown Suit is a one-piece garment made with three box plaits both front and back. The yoke, cuffs and belt are of contrasting color, edged with soutache braid. Comes in sizes to fit children from 4 to 12 years old.



PETER PAN.

Peter Thompson Suit is a two-piece garment. The full plaited skirt is attached to a percaline underbody to which the shield is sewed. Blouse has an outline yoke of piping, and deep sailor collar. Has no opening, but is slipped over

the head. Trimmed with soutache braid and a silk tie of contrasting color. Embroidered emblem on left sleeve.



BUSTER BROWN.



PETER THOMPSON.

Peter Pan is a very attractive two-piece suit. Full plaited skirt and double-breasted blouse. The wide roll collar and turn-over cuffs are trimmed with soutache braid. Covered buttons and silk tie give the finishing touch. Suits of dark colors

are self trimmed; in the shadow plaids and gray panama, the collar and cuffs may be in reseda green, red or navy blue.

Peter Thompson and Peter Pan Suits come in sizes to fit girls from 8 to 14 years. Larger sizes, to fit girls 16 to 18, one Certificate additional.

Options of material and color:	Number of Certificates required.		
	Buster Brown	Peter Pan	Peter Thompson
All-wool Panama or all-wool, light-weight Broadcloth in Navy Blue, Brown, Myrtle Green or Red.	4	5	6
Serge, Cheviot, a heavier quality of Broadcloth or Panama in Navy Blue, Brown, Myrtle Green or Red, or Light or Dark Gray Panama.	5	6	7
Chiffon Panama, a fine quality of Broadcloth of Serge in Navy Blue, Brown, Myrtle Green or Red; White Serge, or fancy Shadow-plaid Worsted, general color gray.	6	7	8

Walking Skirts.

SIZES, 22 to 30 in. waist measure; 36 to 44 in. long. To ascertain length measure from bottom of band in front to bottom of hem. Always use a new tape-measure. Special sizes, 50 cts. additional.

No. 33. One given for three Certificates.

A 9-gore skirt with four paneled box-plaits. Choice of Light or Dark Mixed Suitings, Melton in Blue, Black, Brown, Light or Dark Gray, Cheviot in Blue or Black, or Panama in Blue, Black or Brown.

One given for five Certificates; or free with \$10.00 worth of *Larkin* Products.

Options of material and color; Sicilienne, Panama, Chiffon Panama, Broadcloth, Serge or Cheviot in Black, Brown, or Blue; also White



No. 33.

Sicilienne, or Chiffon Panama in fancy Light Gray, or Light or Dark Plain Gray.

No. 25. A single box-plaited skirt, trimmed at bottom with fancy strapping.



No. 25.

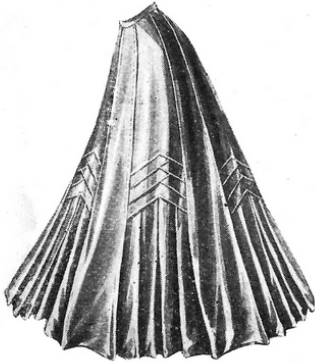
No. 35. Every alternate panel is trimmed with bias folds and plaiting.

No. 55. A combination of plaited and circular effects. Trimmed with straps of the same material.

Silk Walking Skirts.

One given for ten Certificates.

Choice of any of the Skirts illustrated made of plain Taffeta Silk in White, Alice Blue, Reseda Green, Myrtle, Navy Blue, Red, Brown



No. 35.

or Black, or changeable Taffeta Silk in Blue, Green, Red or Brown. Skirts are amply full to conform to the prevailing styles.

One given for eleven Certificates.



No. 55.

Choice of any of the Skirts illustrated above, made of Peau de Soie in Black only.

New styles have been added to our popular Fur offers. Don't miss the announcement in an advertisement in this number.

Silk Shirt-Waists.

SIZES in stock, 32 to 46 in. bust measure. Other sizes, 50 cts. extra.

Choice of Black or White Taffeta, Black Peau de Soie or White Peau de Chine.

One given for five Certificates; or free with \$10.00 worth of *Larkin* Products.



No. 85. Rows of stitching and small covered buttons trim this Waist. The shield is composed of fine tucks. Closing is made at back.

No. 95. Plaited front



and back. Shoulder plaits are trimmed with three stitched straps finished with buttons. Turn-over collar and cuffs.

**Soft-finished
Black
Taffeta.**

No. 23. One given for three Certificates.

A plaited waist in light-weight, soft-finished



Black Taffeta that is guaranteed to give good service. Tucked collar and

cuffs. Closing under front center plait.

Men's Overcoats.

LENGTH, 44 in.
 Sizes, 34, 36,
 38, 40, 42, and 44 in.,
 chest measure.

No. 710. One given for ten Certificates.

Made of all-wool Frieze in a neat Oxford Gray. Has hand-padded shoulders and collar. The yoke and sleeves are lined with Skinner satin, the

body with cassimere.

No. 311. One given for eleven Certificates.

Made of all-wool Melton in a dark Oxford Gray. The body-lining is of serge, the sleeve-lining of silk. Hand-made collar and hand-padded shoulders.

These Coats are well finished and well-tailored in every detail.

Your attention is called to our Men's Rain Coats. See our Premium List, page 47. Every man needs a serviceable, well-tailored Rain Coat. We can furnish them.



Some New Premiums.

Hunting Coat No. 33.

Given for three Certificates.

Made of water-tight Army-duck, so put together as to be absolutely water-repellant: not stiff, but soft

and pliable. Affords perfect protection from the rain. Full game pockets; seven outside pockets. Corduroy collar and cuffs.

Sizes: 34, 36, 38, 40, 42, 44, 46. Special sizes, 75 cts. additional. When ordering, give chest measurements, allowing plenty of freedom.



Shawls.

No. 12½. Given for two and one-half Certificates.

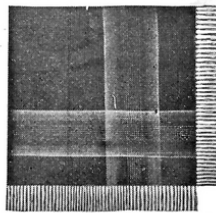
Size, 72 x 72 in. Fine all-wool Gray Shawl with striped border. Fringed.

No. 25. Given for five Certificates, or free with \$10.00 worth of *Larkin* Products.

Size, 72 x 144 in. Full-size double shawl, otherwise same as No. 12½.

No. 35. Given for five Certificates, or free with \$10.00 worth of *Larkin* Products.

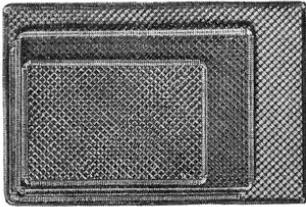
Size 72 x 72 in. Reversible Beaver Shawl, one side light, reverse side, dark Oxford Gray. Jacquard border. Fringed.



Wire Table Mats No. 41.

Given for one Certificate.

Set of four woven brass Wire Mats for use on dining table. They are durable, clean and wholesome. The

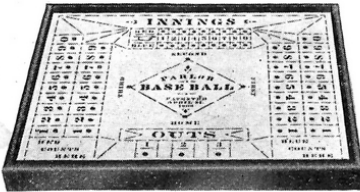


hottest dish will not injure the fabric under the mats owing to the free circulation of air. These mats do away with the provoking scorching of table-cloths. Sizes: one 5 x 7½ in., two 6½ x 9 in. and one 8½ x 12 in.

Parlor Baseball Game No. 61.

Given for one Certificate.

Maple board 11½ x 14 in., natural finish, varnished, enclosed in Mahogany frame. The board is printed to represent a baseball field. The game



scores runs and outs, determined by the throwing of a dice marked "1", "2", "3" (bases), "O" (out) and "H R" (home run).

A set of Checkers accompanies each Board and that game can be played on the checker-board on the reverse side.

Silver-Plated Prize Cup and Stand No. 35.

Given for five Certificates: or free with \$10.00 worth of *Larkin* Products.

A beautifully modeled cup of classic design. Bright burnished finish all over; lined with 24-K gold.

A desirable trophy for any kind of competitive contest.

The cup, 11 in. high, stands on ebonized wood base 4 in. high.

Cup without base given for four Certificates.

**Baby Bunting Tea Set No. 22.**

Given for two Certificates.

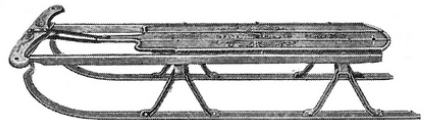
Set consists of 6 Plates, 6 Cups, 6 Saucers, 1 Teapot, 1 Sugar, 1 Creamer, 1 Bowl.

Six different pictures of Baby Bunting, in bright colors, with a nursery rhyme on each plate. Full gold trimmings.

**Flexible Flyer Sled No. 52.**

Given for two Certificates.

The Sled that steers. You do not have to dig your heels in the ground nor drag your feet. A pressure on the cross bar curves both runners,



the whole runner going in its own track. It is fast, as the speed is not retarded in any way. Built for durability, speed and safety. A sled that will delight any child.

Length, 36 in.; width, 12 in.; height, 6 in. weight, 8 lbs. Runners and braces are of steel; varnished hardwood top.

LADIES' CLOAKS



No. 110. One given for ten Certificates; or with \$10.00 worth of Larkin Products for \$15.00; or free with \$20.00 worth.

A loose-fitting, single breasted collarless Cloak made of very fine quality American Woolen Mills Kersey, trimmed with silk Hercules and soutache braid. Yoke lining of Skinner satin. Length, 48 in. Choice of Castor or Black.

No. 58. One given for eight Certificates; or with \$10.00 worth of Larkin Products for \$13.00; or free with \$16.00 worth.

A tailor-made, Tourist Coat made of gray shadow-plaid cloakings. Single breasted. Has velvet coat-collar and velvet-trimmed patch pockets; yoke lining of Skinner satin. Length, 50 in.

Regular sizes, 32 to 44 in. bust measure. For extra sizes, 46 to 50 in. bust measure, one Certificate additional.



Larkin Street,

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

SOME NEW FURS

FREE WITH THE LARKIN PRODUCTS



No. 13

Blended River Mink Stock No. 13

Given for three Certificates.

This dressy stock is trimmed with animal heads and braid ornaments. Skinner satin lining. Hook-and-eye fastening. Length ranges from 40 to 44 in. To mail, 12 cts. postage required.

Blended River Mink Muff No. 24

Given for four Certificates.

Size, 12 x 15 in. All our Muffs have wrist-cord and are lined with Skinner satin. They match in quality and color the neck-pieces of like fur. To mail, 20 cts. postage required for each Muff.



No. 24



No. 305

Blended River Mink Stock No. 305

Given for five Certificates; or free with \$10.00 worth of Larkin Products.

Ends are 10 in. wide, plaited where they join collar into 3½ in. and trimmed with animal head ornament. Skinner satin lining. Hook-and-eye fastening. Length 46 in. To mail, 16 cts. postage required.

Blended River Mink Shawl Scarf No. 75

Given for five Certificates; or free with \$10.00 worth of Larkin Products.

The wide (Russian) shawl collar affords protection and comfort. Has wide ends, trimmed with animal head ornaments and finished with four long wolf-tails. Skinner satin lining; chain fastening. Length, about 60 in. To mail, 16 cts. postage required.

We have an excellent collection of other furs also, in the season's most popular styles. A complete description of them will be found in the latest edition of the Larkin Premium List. Send for it.



No. 75

Larkin Street,

Larkin Co.

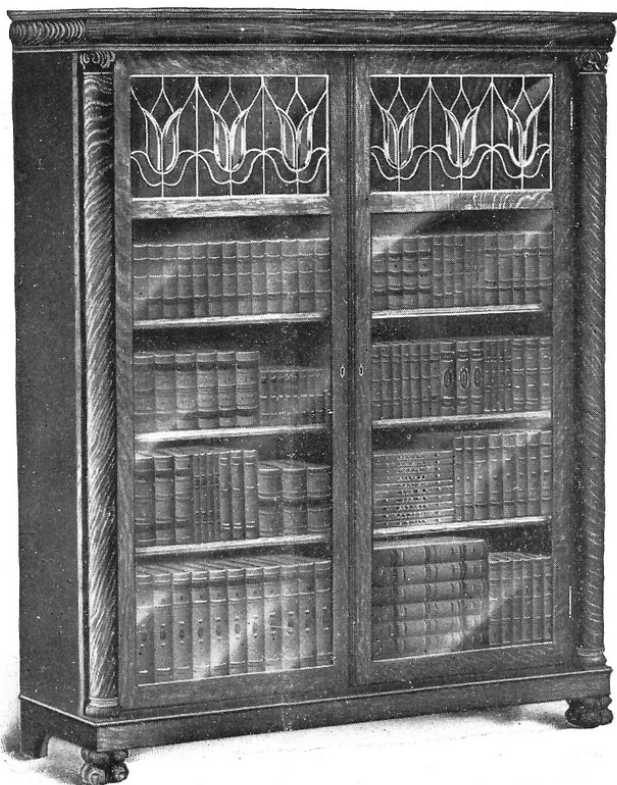
Buffalo, N. Y.

ESTABLISHED, 1875.

Colonial Bookcase

— No. 618 —

Given for eighteen Certificates; or with \$10.00 worth of Larkin Products for \$23.00; or free with \$36.00 worth.



A HIGHLY polished Bookcase of massive design. Choice of Quarter-sawed Golden Oak, or genuine Mahogany veneer. Case is 58 in. high, 48 in. wide, 14½ in. deep, and has two separate compartments, each having four adjustable shelves, 7 x 22½ in. Glass doors, measuring 21 x 50 in.; have leaded beveled-glass panels, which, with the heavy hand-carved pilasters, give the case a pleasing and artistic effect. Hand-carved claw feet, casters; solid brass trimmings. A very high class Bookcase in every respect.

Larkin Street

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

Posted on: June 5, 2019

Edited by: Brian D. Szafranski, Elma NY USA

Note: No reprinting or republication of any form is allowed for commercial gain.